

Communication and Social Cognition represents the explosion of work in the field of social cognition over the past 25 years. Expanding the contribution made by Social Cognition and Communication, published in 1982, this scholarly collection updates the study of communication from a social cognitive perspective, with contributions from well-known experts and promising new scholars in diverse areas of communication. Organized into sections--message production, interpersonal communication, media, and social influence--the collection reflects the areas in which social cognition theories have become integral in understanding communicative processes, and in which a proliferation of scholarship has emerged. Readers are informed of the current major trends in social cognition research, and are introduced to its history. Throughout the text, chapter authors highlight both theoretical and methodological aspects of research, encouraging communication scholars to include social cognition in their research, and, likewise, promoting communication to social cognition researchers. The volume addresses the future of social cognition, including the most fitting directions in which to take scholarship, emerging theories in the field, and the methods currently yielding the most promising results. Communication and Social Cognition appeals to scholars, researchers, and advanced students in communication and psychology. It can be used as a textbook in graduate courses related to social cognition, social influence, message production, interpersonal communication, media effects, and message design.

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Social cognitive theory (SCT), used in psychology, education, and communication, holds that portions of an individual's knowledge acquisition can be directly.

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3Such is not the case with social cognition, as an emerging field of inquiry. and C.R. Berger, Communication and Social Cognition (New York: Routledge, ). loops that are reflected in all

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